

# Digital Marketing Prospect & Challenges

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Chairman of Indonesian Digital Marketing Association



# What Will Be Covered



The Growth of  
The Coconut  
Market



The  
Prospect of  
Digital  
Marketing



The  
Challenges  
of Digital  
Marketing

# The Growth of the Coconut Market

**Bloomberg**

**Coconut Oil Market worth \$7.4 billion by 2027 - Exclusive Report by MarketsandMarkets™**

**Bloomberg**

**Organic Skincare Products Market - Actionable Research on COVID-19 | Benefits of Organic Skincare Products to Boost Market**

The Global Organic Skincare Products Market Size is **poised to grow by USD 3.2 Billion** during 2020-2024

# The Growth of the Coconut Market

## WEBMD NEWS BRIEF

### Plant-Based Diets Gain Steam, Major Companies Getting on Board

Plant-based **food** sales were up 27% in 2020, topping \$7 billion, **according** to the Plant Based Foods Association.

"In 2020, 57% of all U.S. **households** purchased plant-based foods (that's over 71 million households), up from 53% in 2019," the **association** says.

## Feeling good: The future of the **\$1.5 trillion** wellness market

April 8, 2021 | Article

Article

### Still feeling good: The US wellness market continues to boom

September 19, 2022 – Our research shows continued growth of consumer interest in health and wellness, with persistent gaps in certain areas presenting...

Dian Martin - Indonesian Digital Marketing Association

# The Prospect Of Digital Marketing

Personalization and Targeted Advertising

Increased Reach and Engagement

Real-time Metrics and Analytics

Cost-effectiveness

# Personalization and Targeted Advertising

- Higher Click Through Rate
- Reduced ad Spend
- End consumers benefit by seeing fewer ads which are geared towards their needs and interests at the time.

Coconut Based Food Product				
No	Periode	Location	Search Volume	Platform (IG)
1	February 2022 - February 2023	USA, India, Indonesia, Malaysia, Philippines	1.632.400	1,313,779
Health & Beauty Product				
No	Periode	Location	Search Volume	Platform (IG)
1	February 2022 - February 2023	USA, India, Indonesia, Malaysia, Philippines	1.118.810	2,842,051

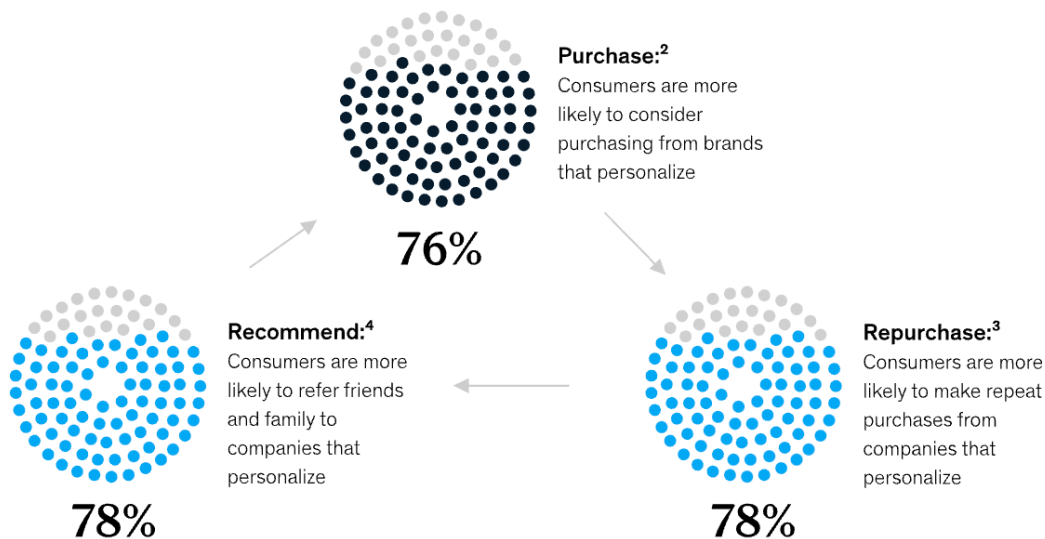
Source: Google & IG



# Personalization and Targeted Advertising

Personalization directly influences buying behavior across the customer life cycle.

Likelihood to purchase, recommend, and repurchase depending on personalization, % of respondents<sup>1</sup>



McKinsey  
& Company

Furthermore, our research found that companies that excel at personalization generate 40 percent more revenue from those activities than average players. Across US industries, shifting to top-quartile performance in personalization would generate over \$1 trillion in value. Players who are leaders in personalization achieve outcomes by tailoring offerings and outreach to the right individual at the right moment with the right experiences.

## 1. Amazon

Amazon's recommendation algorithm consistently makes headline for its strategic approach to personalized marketing.

Continually being updated to create more tailored experiences, the tool suggests products not only to fit the individual, but different aspects of their personality.

The company reported a 29% sales increase to \$12.83 billion during its second fiscal quarter, up from \$9.9 billion during the same time the previous year.

<https://www.forbes.com>

# Increased Reach and Engagement

- Increased Reach
- Personalization
- Cost-effective
- Greater Engagement
- Measurable Results

**1. Glossier** is a beauty brand that gained popularity through social media, using user-generated content and influencer partnerships to build a strong community of loyal customers. The company launched an online store to sell its products **worldwide**, leveraging its **social media presence to drive traffic and sales**.

After Digital Marketing

The company has a strong presence on social media, with over **2.8 million followers on Instagram**.

**harvard.edu**





# Real-time Metrics and Analytics

- Immediate insights
- Better decision-making
- Improved efficiency
- Increased productivity
- Competitive advantage
- Improved customer experience

**Nestlé** uses real-time data to measure the effectiveness of its digital advertising campaigns and optimize them for better ROI. This ultimately helps us make smarter investments, especially amid economic uncertainty, when it is more critical than ever to understand the value of media spend. improved its return on ad spend by 25%.

<https://www.thinkwithgoogle.com>

	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
<input checked="" type="checkbox"/>	GLO - Lookalike (US, 1%) - 60k Shopify Em...	● Campaign Off	Lowest cost Conversions	Using ca...	May 25, 2020, 4... 50 days ago	17 GLO - Start...	5,739	8,743	\$14.14 Per GLO - S...
<input checked="" type="checkbox"/>	GLO - Lookalike (US, 5%) - 60k Shopify Em...	● Campaign Off	Lowest cost Conversions	Using ca...		11 GLO - Start...	5,006	6,621	\$17.11 Per GLO - S...
<input type="checkbox"/>	GLO - Lookalike (US, 1%) - GLO - Purchase...	Off	Lowest cost Conversions	Using ca...	May 25, 2020, 4... 50 days ago	7 GLO - Start...	5,382	7,296	\$26.30 Per GLO - S...
<input type="checkbox"/>	GLO - Lookalike (US, 1%) - GLO - PageView...	Off	Lowest cost Conversions	Using ca...	May 25, 2020, 4... 50 days ago	2 GLO - Start...	3,504	4,315	\$51.97 Per GLO - S...
<input type="checkbox"/>	GLO - US - Ecom Based Interests	Off	Lowest cost Conversions	Using ca...		1 GLO - Start...	2,908	3,504	\$72.44 Per GLO - S...
> Results from 5 ad sets ⓘ					—	38 GLO - Start...	15,439 People	30,479 Total	\$20.76 Per GLO - S...

# Cost-effectiveness

*cost-effectiveness through digital marketing in the coconut world market*

## 1. Google Search Volume

**India, Indoneisa, Malaysia, Philippine ( Feb 2022 to Feb 2023)**

Keyword	Volume	Keyword Difficulty	CPC (USD)
balanced diet	87180	90,2	0,378
healthy lifestyle	56300	82,4	0,524
healthy living	37410	76,6	0,45
organic food	24070	84,6	0,624
plant based diet	44680	79,25	0,476



# Cost-effectiveness

*Discuss the prospect of cost-effectiveness through digital marketing in the coconut world market*

## 3. Influencer

Platform	Bidang	Akun	Follower	Engagement	Biaya (Min)	Keterangan
Instagram	Kecantikan, Makanan	cahyanirynt	4,700,000	3.30%	406000	Paid Promote Story
		@Salwaliya_	760,000	9.45%	118,000	Paid Promote Story
		@WYNNEAQILA	102,000	9%	288,000	Paid Promote Story
	Kesehatan	dr.okypratamaa	1,500,000	1.84%	800,000	Paid Promote Story
		adityaspratama	826,000	2.83%	180,000	Paid Promote Story
		benidektus.ap	58,800	6.79%	140,000	Paid Promote Story
TikTok	Kecantikan	aldajessicaa	1,400,000	14.75%	117,600	Post Tiktok
		@HHHHANNAA	703,700	6.81%	324,000	Post Tiktok
		FIJRIANI	54,600	8.64%	96,000	Post Tiktok
	Makanan	jejenvalda	3,500,000	4%	21,000,000	Post Tiktok
		aldiraynn	695,800	4%	1,500,000	Post Tiktok
		@FRISLLYHERLIN	1,275	9.78%	180,000	Post Tiktok
	Kesehatan	@matiaaassss	5,939,000	4.30%	400,000	Post Tiktok
		faruk_pc	1,280,000	2.82%	110,000	Post Tiktok
		rinaldi_ni	36,100	7.56%	100,000	Post Tiktok

Source:  
<https://dimia.id/>

# The Challenges Of Digital Marketing

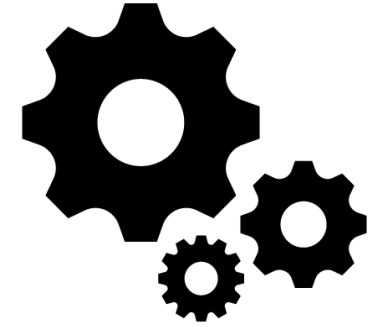
Need For Technical Skills

Overcrowded Digital Landscape

Difficulty in measuring ROI

Competition

# Need for Technical Skills



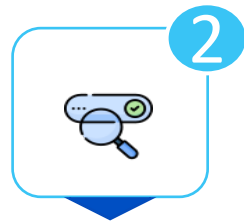
## TARGETING

Who, Why, Where  
Produk Market Fit

Skill to Master

Buyer Persona

- Tool & Application
- Interview
  - Google trend
  - DIMIA.ID
  - Socia Media



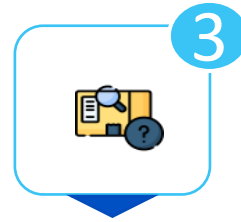
## CONTENT

Text, Photo, Video  
& Audio

Skill to Master

Copy Writing  
Video/Audio Editing

- Tool & Application
- Photoshop
  - Adobe Premier
  - Alitu/Audacity



## DISTRIBUTION

Branding Or  
Selling

Skill to Master

- SMM
- SEO & SEM
- Markeplace
- Influencer

- Tool & Application
- FB & IG Ads
  - Adword
  - Dimia.ID
  - Paid Ads



## ANALYTIC

Skill to Master

- Google Analytic
- Ads Analytic

- Tool & Application
- Google Analytic
  - FB & IG Analytic
  - Ad word



## **Overcrowded Digital Landscape:**

The abundance of digital marketing channels and platforms can make it challenging for businesses to effectively reach their target audience.



# Competition:

The increased use of digital marketing has led to increased competition, making it challenging for businesses to stand out from the crowd

**Study Case:** Kodak's Bankruptcy in 2012

<https://www.forbes.com/sites/chunkamui/2012/01/18/how-kodak-failed/?sh=44b6722b6f27>



## TOKOPEDIA

11 million sellers, almost 100%

Small and Medium Enterprise (2021)

<https://bisnis.tempo.co/read/1506981/tokopedia-catat-11-juta-penjual-hampir-100-persen-umkm>



## SHOPEE

1,6 million sellers, 70% Small and Medium Enterprise (2018)

<https://ekonomi.bisnis.com/read/20180330/12/755433/mayoritas-penjual-shopee-merupakan-umkm>



## AMAZON

6.3 million total sellers,

1.5 million active sellers (2021)

<https://www.helium10.com/blog/how-many-sellers-on-amazon/>

# Changing Algorithms and Regulations:

Digital marketing platforms and algorithms are constantly evolving, making it Challenges





# Thank you for attention

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[digimind.id](http://digimind.id)